Increase Your Followers

Build a larger audience for your brand.

What's covered
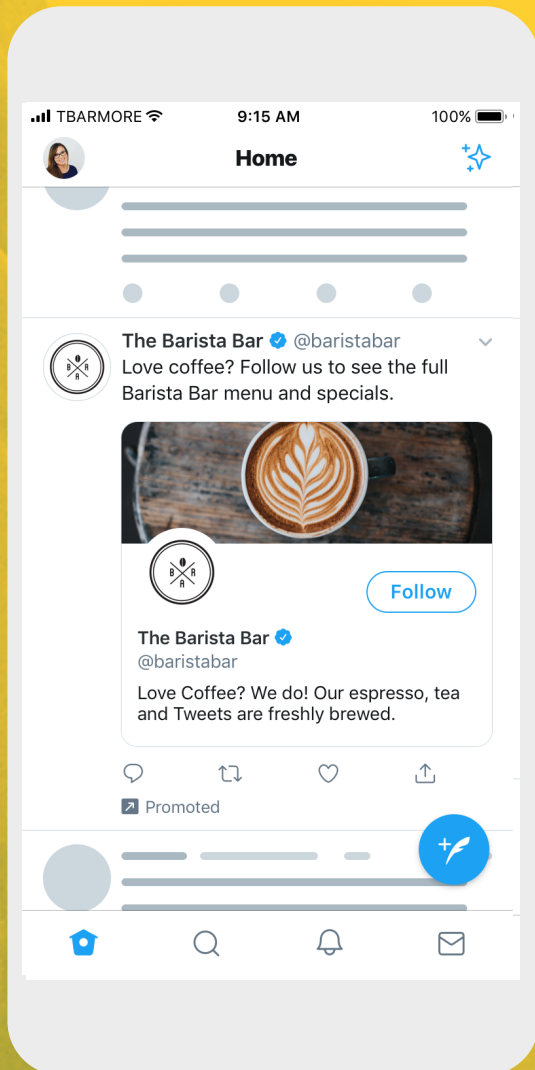
Overview

The Follower objective helps you get more followers on Twitter.

Followers campaigns (also known as Promoted Accounts campaigns) promote your Twitter account to people who would find your content interesting and likely follow you.

This is great if you're looking to build an engaged audience that will amplify and scale your message both on and off Twitter. How so? People who follow you not only see your Tweets, they're more likely to become brand advocates and customers.

When someone follows you on Twitter, you get the opportunity to reach and engage that person over time.

Each time you engage with your followers, you create new opportunities for them to share your message, make purchases, or tell others about their positive experiences. After all, word of mouth is one of the most effective way to sell.

Because Followers campaigns boost your follower growth, they're best used when you're looking to be discoverable by prospective customers on Twitter.

🙋 **Did you know? 90% of people buy from brands they follow on social media.**

Benefits

Increase organic reach and word of mouth.

Twitter makes it easy for your followers to share your content with their friends through Retweets, which drives reach.

Drive web traffic

Once you acquire a paid follower, you have the opportunity to engage with them every day for free through your organic Tweets. These followers are more likely to see your Tweets and spend time on your profile, content, or website.

Drive purchases, leads, downloads, and sign-ups

By choosing to follow you, people are showing an interest in your product. You have an opportunity to connect, drive action, and target ads directly to them.

How to get started

Before you start, make a plan. Here's a checklist of considerations that'll help you refine your objectives and achieve the best results.

What are you trying to accomplish?

Are you trying to get new followers for a new brand you are launching? Connect with a new audience around certain topics or passions? Or do you want to build a loyal audience of brand advocateS?

Who do I want to follow my account?

Think about the different types of people you would like to regularly see or engage with your content or purchase your product or service. Make sure your targeting selections line up with these groups, and for best results, test often.

How many new followers do I want to gain?

Setting a goal will help you decide on a budget. This could be a regular daily gain or hitting a certain number of followers by a specific date. For example, if you want to accrue 10 followers a day, set your daily budget to $30 and your bid to $3.00.

How much am I willing to pay for each new follower?

The cost per follower on Twitter is not fixed. Cost depends on the size of the audience you're targeting, your bid, and other advertisers' demand for that audience.

Where your ads appear

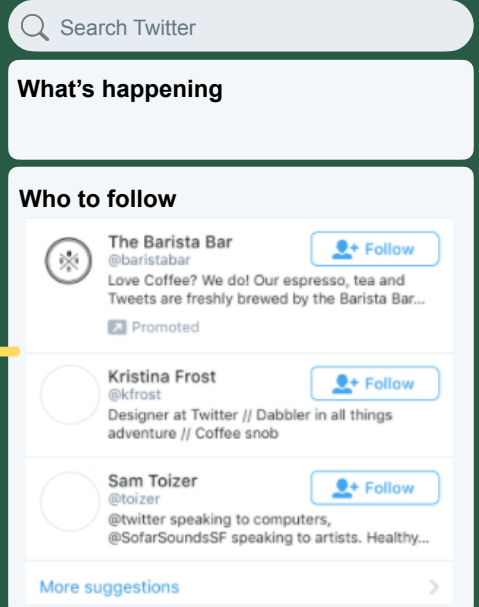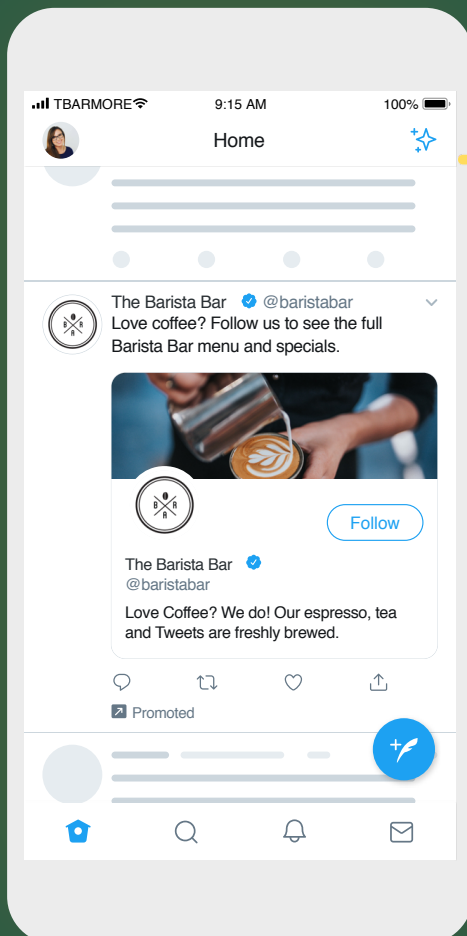## Here's where your Followers campaigns ads get served across mobile and desktop.

Followers campaign impressions are displayed in multiple locations across Twitter, specifically timelines, search results, as well as front and center in your audience's "Who to Follow" sections, leaving you only a click away from new prospects. They're automatically distributed across these locations to people who fit the targeting you've specified in Campaign Setup.

You cannot customize where you'd like your Followers campaign impressions to show. As with Trend Takeover and Promoted Ads the unit is labeled as "Promoted" to distinguish it from other recommended accounts.

The Tweets you choose to add to your Followers campaign will automatically render the Follower Card shown in the bottom left. For this reason, **we recommend you use text-only Tweets in your Followers campaigns**.

If you use Tweets with images or videos in your Followers campaign, **the image or video will not render** and the follower card will show in its place using the default image from your Twitter profile.

Other impressions will be served in the "Who to follow" section in the top right of a person's Twitter timeline, as shown in the right.

The Barista Bar ✔ @baristabar
Love coffee? Follow us to see the full Barista Bar menu and specials.

Follow

The Barista Bar ✔
@baristabar
Love Coffee? We do! Our espresso, tea and Tweets are freshly brewed.

📣 Promoted

Search Twitter

What's happening

Who to follow

The Barista Bar
@baristabar
Love Coffee? We do! Our espresso, tea and Tweets are freshly brewed by the Barista Bar...
📣 Promoted

Follow

Kristina Frost
@kfrost
Designer at Twitter // Dabbler in all things adventure // Coffee snob

Follow

Sam Toizer
@toizer
@twitter speaking to computers, @SofarSoundsSF speaking to artists. Healthy...

Follow

More suggestions

Follower Ads

## Follower Ads are made up of five key parts.

Follower ads include a follow button, are clearly identified as "Promoted," with your brand labeling and only appear to people who do not already follow you.

Profile Badge Image

Like most ads on Twitter, your Follower ad will automatically include your Profile Badge image which helps people on Twitter quickly identify your brand.

Tweet Copy

The ad format can support up to 280 characters of Tweet Copy. (Note: each link used reduces character county by 23 characters, electing 257 characters for Twitter copy.)
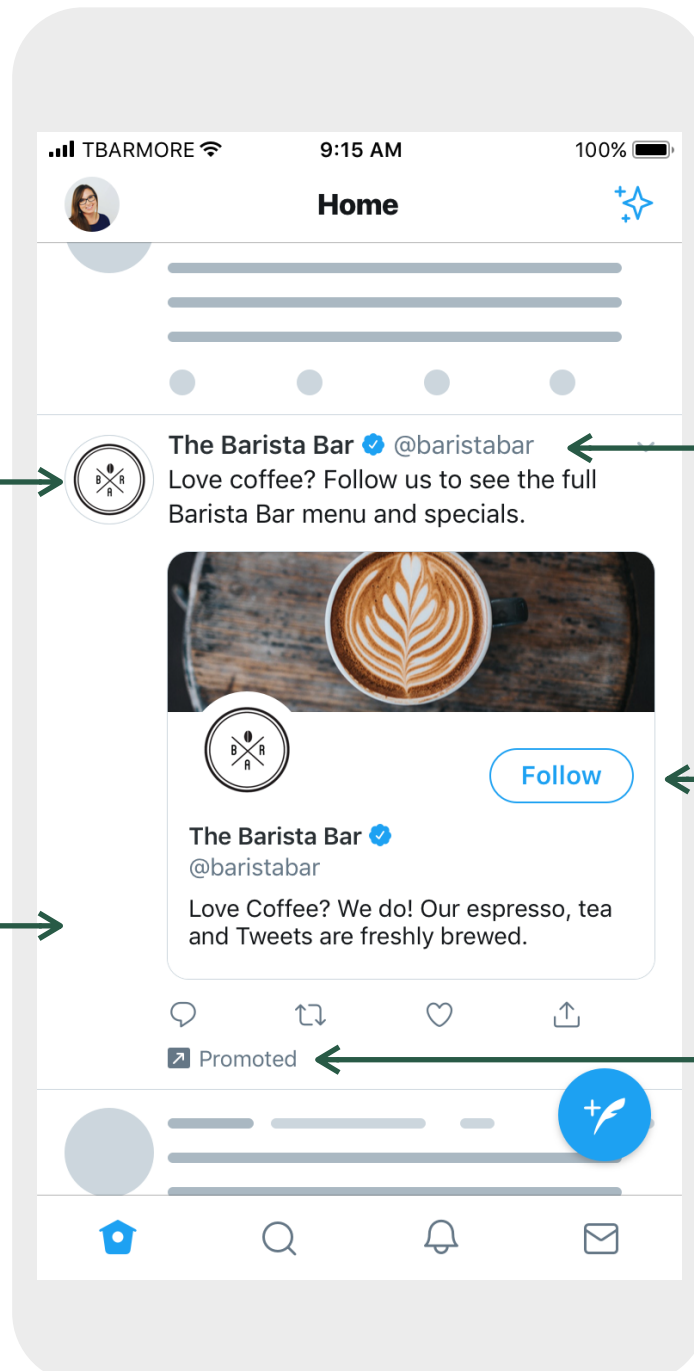
Name & Handle

People will immediately be able to see your business name and account handle as well as image from your profile.

Follow button

People can follow your brand with one simple click.

Promoted badge

The Promoted badge clearly identifies that this is an ad.

TBARMORE 9:15 AM 100%

Home

The Barista Bar ✔ @baristabar
Love coffee? Follow us to see the full Barista Bar menu and specials.

The Barista Bar ✔
@baristabar

Follow

Love Coffee? We do! Our espresso, tea and Tweets are freshly brewed.

↗ Promoted

Copy
best practices

Let's talk about effective Followers campaign copy.

We highly recommend using compelling copy in your Tweets for your Followers campaigns.

When Tweets are serving, the follower card will automatically render. This card will display your Twitter profile background header image, bio, and a "Follow" button, allowing users to follow your account with one click.

Do's and Don'ts

We've found our advertisers have the most success using Tweets crafted specifically for Followers campaigns, keeping it short, clear, and text-only.

Do

Include "follow us" in your Tweet.

Do

Let people know why they should follow you.

Do

Craft a clear bio and use a professional background image on your profile.

Don't

Add extra links that distract from the "follow" button. Twitter does not expand any additional links or pictures.

Don't

Add excessive hashtags that may distract from the "follow" button.

Pro Tip

Actionable copy drives followers. Tell people why they should follow you.

Bids

When setting up your Followers campaign, you can select between automatic or target bidding.

We recommend the target bid option since it gives you the flexibility to successfully bid on followers who are likely to follow your account, while staying near or below your target costs per follow. When you set up your campaign and input your bid, think of your target bid as how much you're willing to pay per follow.

When you run a Followers campaign, you will only be charged for the follows you acquire from that campaign. All other actions and engagements (impressions, replies, and Retweets) are free.

The cost you pay per follower in your Followers campaign will depend on the budget and bid you set for your campaign, as well as the targeting you select.

It's important to think carefully about the value each follower brings to your business. The recommended bid is a good indicator of the amount you will need to bid for your campaign to reach its goal. You will never be charged more than your bid.

However if your bid is not competitive relative to other advertisers, your campaign may not serve.

In addition to controlling the amount you pay per action, you also have complete control over the amount you spend overall. After setting your bid, you are prompted to enter a total budget for the campaign and an optional daily budget. When your overall budget is reached, your campaign will stop serving until you increase the budget. When your daily budget is reached, your campaign will stop serving until the next day.

Here's how it works.

Twitter's cost-per-action pricing means you only pay for what you're looking to achieve. This means you'll only be billed when an account follows you.

Audience targeting

Getting follows is great. Getting follows from people your ad will resonate with is even better.

We're all about finding the right audiences for your campaign.

People come to Twitter to discover what's happening in the world, to share information instantly, and to connect with people and businesses around the globe. Twitter is where hundreds of millions of people post more than 500 million Tweets every day. This gives us a window into people's lives, interests, wants, and what they're doing right now.

With the Followers objective, you get access to Twitter's industry-leading targeting features. Configure accordingly and you're all set to go.

Targeting types

Here are 3 targeting strategies we offer:

Core audience
People targeted based on designated factors like demographics, location, interests, and keywords.

Existing connections
Reach people who are already familiar with and have expressed interest in your brand on or off Twitter.

Look-alikes
Discover brand new people with habits, interests, and backgrounds similar to your existing followers or customers.

📈 Core audience targeting

Looking to reach the right people at scale? Start here. Core Audience targeting allows you to set parameters to find your ideal audience.

Demographics

Set preferences on age, gender, language, device, and more.

Location

Make selections based on country, state, region, metro area, or zip code.

Keywords

Target or exclude people who searched for, tweeted, or engaged with Tweets containing keywords.

Conversations

Find people talking about your brand (or relevant topics) in real time to drive conversation across Twitter.

Interests

Choose based on what they're into: hobbies, sports, movies, and more.

Look-alikes

Connect with people based on the types of handles they follow and interact with.

Movies + TV

Target people who Tweet about or engage with movies and shows in a specific market.

Events

See who's interested in select festivals, concerts, holidays, etc.

📢 Pro Tip #1

While it's always smart to target by location and device, we advise using only one type of audience targeting with each campaign. In other words, choose whether to target by keyword, interest, followers, behavior, and so on. This makes it much easier to track what works and optimize accordingly.

All of our Demographic Audience Targeting tactics including Age, Gender, Location, Device, Language, and Carrier will apply to every person targeted in your campaign. For our Interest and Action based targeting tactics, including Keywords, Interests, Follower Look-alikes, and Conversations, a person can only be targeted by your campaign based on a single parameter, not multiple.

Existing connections targeting

Yes, Core Audience Targeting is a big help in finding a large and relevant audience. But maybe you're looking for a more specific group of people? Here's where you find people who have already shown interest in your brand.

People who've visited your website

Target individuals who have already visited your website. All you have to do is install Twitter's pixel.

For detailed instructions on how to do this, visit our Tailored Audiences for Web page that has step-by-step instructions.

People who've seen or engaged with past Tweets

Now you can retarget anyone who's watched your video, liked a Tweet, or engaged with your organic/promoted content within a certain timeframe.

People or customers you already know

These are the people you already know are interested. Identify them based on emails, Twitter IDs, or mobile advertising IDs. You can also work through an Audience Partner to import existing customer audiences directly into your Ads account. Reconnect with them or exclude them to focus on new acquisition.

Look-alikes targeting

Expand the audience you've created using Core Audiences and Existing Connections using Look-alikes. These are brand new people that like, act, and engage the way your existing customers do. This is the best way to scale your campaigns.

Core audience & existing connections

Look-alike audiences
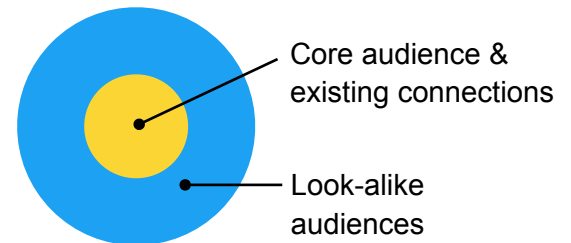
Pro Tip #2

Have more questions about targeting? Visit our detailed Q&As on: Device targeting | Geo, gender, and language targeting | Interest and follower targeting | Keyword targeting | Tailored Audiences

👥 Targeting best practices for Followers campaigns

Use the following targeting best practices to get the most out of your campaign

Target creatively

When selecting parameters, think about all the interests your audience is likely to have. For example, the target audience for a bike shop may also include people who enjoy coffee and sustainable accessories. We also recommend targeting accounts that are similar to yours.

Create campaigns for each of your customer segments.

By tailoring your content, you can control your bids independently and test and see who's interested in following you. We recommend creating 3-4 separate campaigns to target a range of different interests. Doing this will allow you to more accurately monitor impressions, follows, and follow rates. Use the insights you gather to fine tune your bids.

Include 10-20 @names and interests

Keep them in tightly-grouped categories such as "Industry Influencers," "Competitors," etc. The People Search function on Twitter is a great way to find more @names to add.

Target follower look-alikes

Since your followers are already interested in your account and you are targeting people similar to them, this feature tends to yield the highest follow rate and lowest cost per follow.
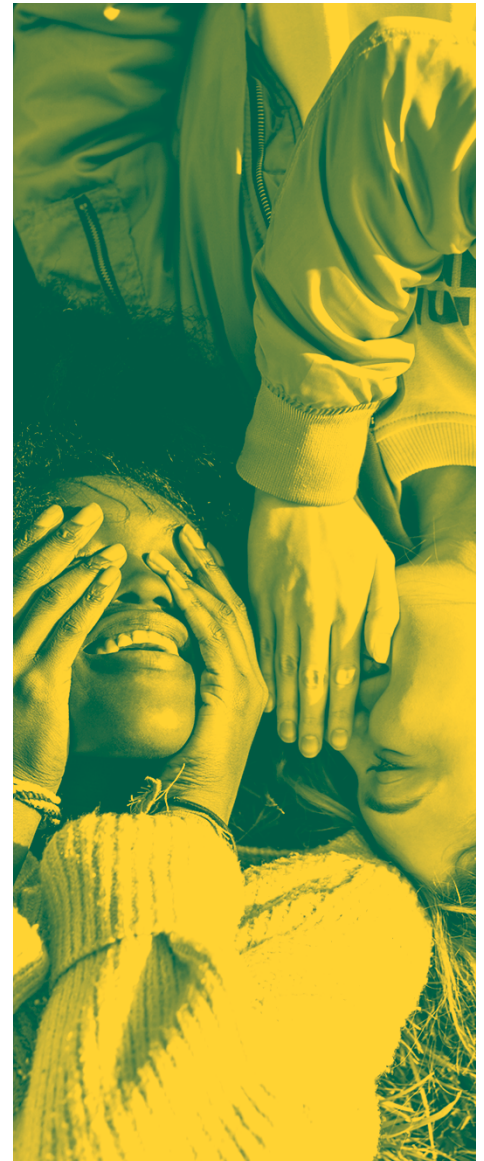
Other Targeting Tips to optimize your campaign

Target with focus

Creating campaigns with focused, relevant targeting means you have a higher chance to serve to audiences who are interested and likely to view with your ad. Too large an audience will decrease the chances of the ad being relevant to users. That being said, targeting too small an audience will limit the users who are eligible to see your ad. Use the campaign forecaster tool within the campaign setup form to see if your targeting parameters are focused but not limited.

Increase your video reach

Test running your pre-roll across a wide range of content categories in order to increase your reach and only stick to a few key targeting criteria to make sure you don't limit your reach.

Vary targeting between campaigns

If you have more than one campaign targeting very similar audiences, your performance can suffer since your campaigns are essentially competing between each other for serve.

Break out mobile vs. desktop targeting

Mobile is a fundamentally different medium than desktop, characterized by frequent quick sessions and spur-of-the-moment spikes in purchase intent. Because of this, we recommend running separate campaigns each targeting mobile and desktop separately. This lets you test and learn the nuanced behaviors for each.

Play around!

One of the most important things you can do to drive continued campaign performance is to test what works for you and your campaigns. While it makes sense to run always-on campaigns, you'll want to continually refresh and optimize your campaigns, given Twitter's ever-changing, real-time nature. Remove low performing keywords, interests, and handles, and replace them with ones that are similar to the high performing ones.
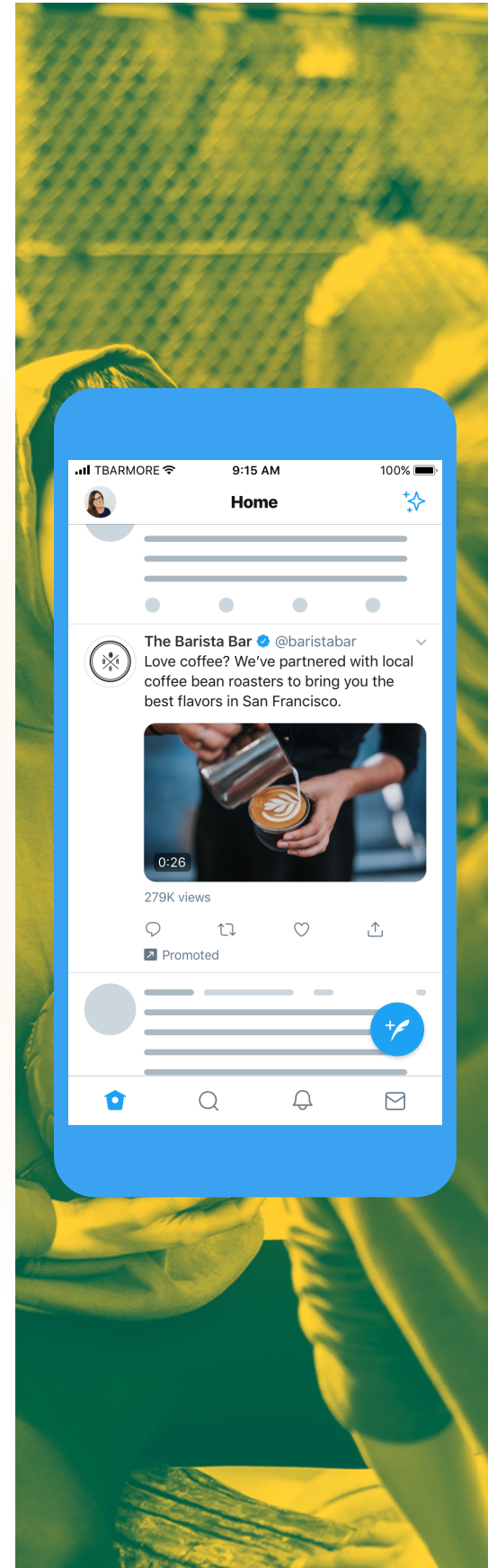
Campaign pro tips

The best way to know if your campaign's working? Try things out. Start a few campaigns, one for each marketing initiative, so you can get a sense of what works best. Test, iterate, win.

Below are some insider tips for maximizing your campaign's performance.

Target-Bid

We suggest selecting the target bid option since this will give you the flexibility to successfully bid on follows from users who are especially likely to follow your account, while staying near or below your target costs per follow. When you set up your campaign and input your bid, think of your target bid as how much you're willing to pay per follow.

Go Broad

Target as broad as possible, utilizing look-alikes, keywords, interests, conversation topics, retargeting, and expand your audience features.

Try Things Out

Vary the creative (3-5 pieces) and copy, headlines, and calls-to-action to see what's working.

Don't over optimize

Resist temptation to over-optimize. After edits, wait 2-3 days to allow learnings to progress.

We've got your back.

Our systems will automatically serve your best performing ads to the people you want to see them. Plus, we're here to talk campaign strategy and effective ways to reach your key demo.

Launching a Followers Campaign

01

Log into your
Twitter Ads account.
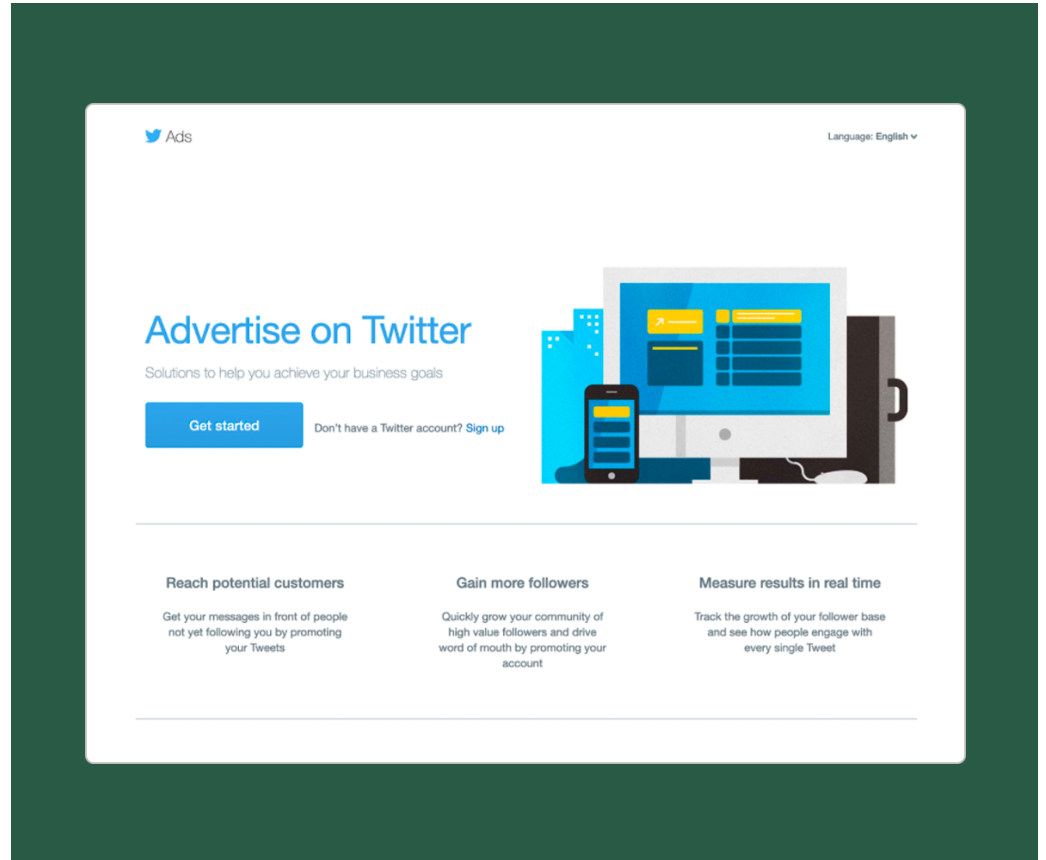
02

Click "Create campaign"
in the top right corner of
your Ads Manager.
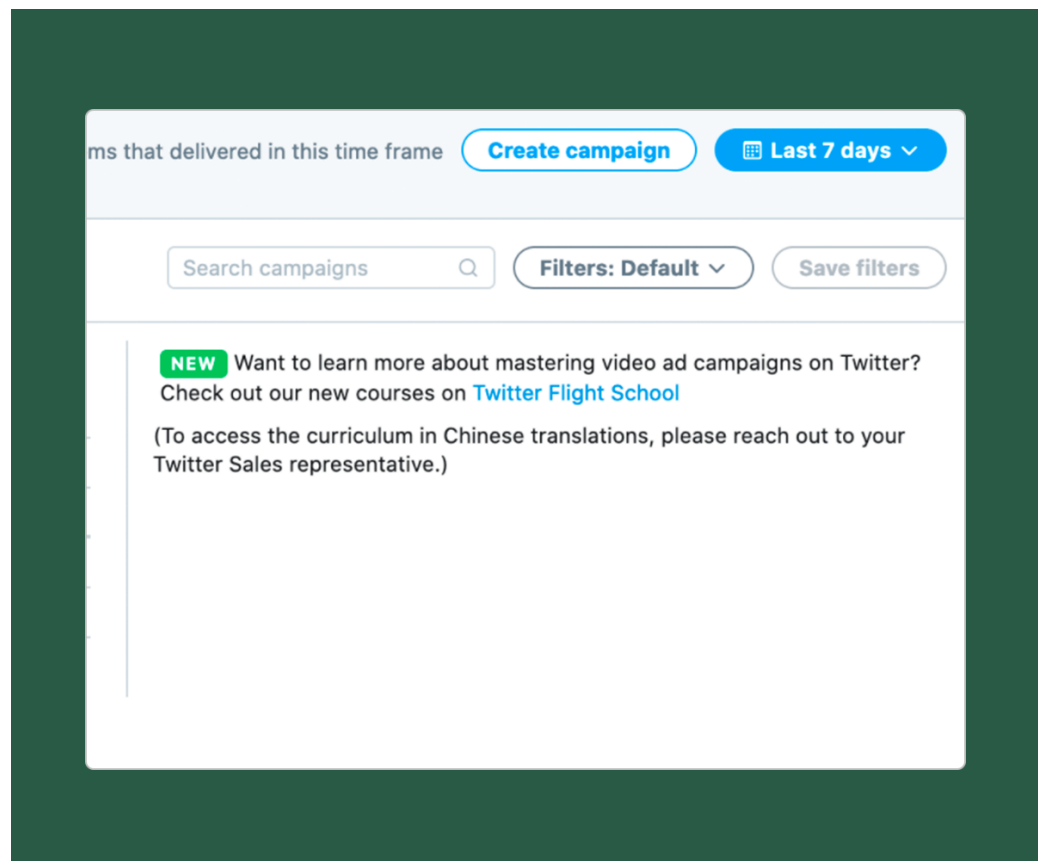
03

Choose "Followers" from the list of campaign objectives.

04

Create a campaign name. This won't be public. We recommend you use a descriptive name for ease in reporting, ie: audience targeted, creative, etc.

05

Choose the proper Funding Source and input your Daily and Total campaign budgets.

Set start date and (optional) end date.

- We recommend longer flights to achieve greater CPV efficiencies.

Set parameters for your ad group(s).

- Ensure to only select "Accelerated Pacing" if you have a very short flight with more flexible cost ranges

06

Next, you'll set up your first ad group. You can also set ad group start and end time.

A

Set parameters for your ad group(s).

B

Set a Start Date and End Date.

Pro Tip: Longer campaigns allow you to gain more insights about what is resonating with your audience and driving outcomes for your business.

C

Set a Total Ad Group Budget (optional).

D

Select CPF bid type and bid amount.

Bid type:

- Automatic bid (Recommended)
- Target Bid

E

Select your optimization preference.

- Followers (default)
  - Set up measurement tracking if applicable.

17

07

Select the audience you'd like your ads to be served to in the "**Targeting**" section.

👇

Learn more about our targeting options.

08

Choose the locations or placements you'd like your Tweets to appear in: Home timelines (required) and Profiles (optional).

Next choose the Tweets you'd like in your campaign then click "Next" to review details and then launch your campaign!

NOTE: If you add a Tweet with media to your followers campaign, your photo or Card will not appear in your Tweet unless it is Retweeted.

Measuring results
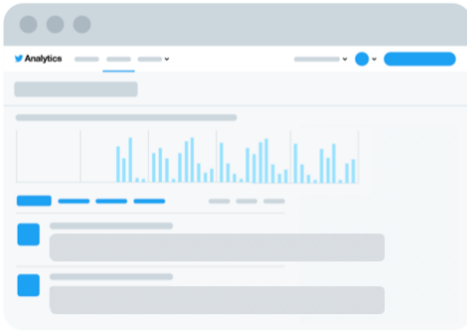
Metrics in ads manager

Get real-time results any time by visiting the Ads Manager. There you can explore metrics like total spend, results, cost per result, and result rate. Keep in mind an impression is any time your ad is shown on Twitter.

Discover all the things you can do in our [Ad Manager.](#)

Key metrics to track

Cost per follower (CPF)
Average cost to gain a new follower. This can be calculated by dividing total spend by the number of new followers.

Total impressions
Total impressions your Promoted Account ads receive.

Follow rate
Average number of people who who engage with and decide to follow your brand for each thousand promoted account ad impressions delivered.

Total audience reach
Total number of people who had the opportunity to see "be impressed" by your ad.

Total spend
Total amount your campaign spent.

Ad level:
What Tweets are performing best? Are there any common themes around creative and/or copy? If so, consider creating more Tweets like these to add to the campaign.

What Tweets are underperforming? Consider turning these off.

Ad group level:
Is there an ad group performing better than others? Why is that?

Audience level:
What audiences are your Tweets resonating with most?

Measurement studies

Additionally, you can run measurement studies* depending on your goals. Here are examples of deeper measurements we have run for Followers campaigns.

Audience Verification helps you understand the demographics of the audience you have reached. In these reports, you can access key metrics like Age and Gender.

Brand Surveys help you understand if your campaign is driving mass awareness by understanding the brand lift between those who have seen your ad and those who have not.

*Study feasibility, minimum spend and availability of solutions and partners vary by market. Please chat with your Twitter account team for more details. You can find all of Twitter's measurement solutions [here.](#)

19

Troubleshooting + FAQs

What types of Tweets can I use in my followers campaign?

We highly recommend you use text-only Tweets in your followers campaigns. When Tweets are serving to users, the follower card will automatically render. This card will display your Twitter profile background header image, bio, and a "Follow" button, allowing users to follow your account with one click.

If you add a Tweet containing an image or video to your followers campaign, the image or video will not display media forward. Instead, it will show as a pic.twitter URL link

How long is the ideal flight time and what are the impacts of shortening/lengthening it?

Longer campaigns (flights) allow you to gain more insights about what is resonating with your audience and driving outcomes for your business.

What copy works best for Followers campaigns?

Actionable and compelling copy works best for Followers campaigns. Give people a reason to follow you.

How can I increase performance on my campaigns? How can I lower my cost per follower or increase my follow rate?

Start by looking at your follow rate and your cost per follow. To lower your cost per follow, consider lowering your bid using target cost. To increase your follow rate, review Tweets that are driving more follows and consider adding similar Tweets to those that are doing well. It's also a good idea to review your targeting. You can always add targeting parameters similar to those that are performing well.